South Sight: Journal of Media and Society Inquiry
2025, Volume 1, Issue 1, pp. 11-24
DOI: 10.14710/southsight.202525883

Research Article

Appraisal of the Influence of *We No Dey Give Shishi* Peter Obi's Campaign Slogan on The Voting Behaviour of Akure Voters during the 2023 Presidential Election

Tolulope Ayobami Ajayi-Ayodele [1], Ayodeji Kayode Ayodele [2], Adebowale Ikuesewo-Akinbami [1] and Ayodeji Marvelous Dara[1]

[1,3,4] Department of Mass Communication, Adekunle Ajasin University, Ondo State, Nigeria
[2] Lead City University Press, Ibadan, Nigeria
Correspondence: Tolulope Ayobami Ajayi-Ayodele (tolulope.ajayi@aaua.edu.ng)

Submitted: 31 January 2025**, Revised:** 13 April 2025**, Accepted:** 13 April 2025**, Published:** 30 April 2025

Abstract
Political leaders use attractive political slogans to inspire and set the public's mood about a particular issue. Therefore, this study investigated the effectiveness of *We No Dey Give Shishi* Peter Obi's campaign slogan as a useful tool for political communication during the 2023 Presidential election. Using the multistage sampling technique, the survey method was adopted for data collection, with copies of the questionnaire being the instrument of data collection used to elicit information from 384 Akure voters. This study was anchored on the tenets of Yale's Persuasive Theory. Findings revealed that the voters had a favourable perception of the political campaign slogan *We No Dey Give Shishi* as a useful tool for political campaigns. Also, findings revealed that most respondents agreed that Peter Obi's *We No Dey Give Shishi* campaign slogan helped captivate their interest in politics. However, a significant number of the respondents indicated that the slogan did not positively influence their voting pattern in Ondo state. The slogan's lack of influence on the voting pattern of Akure voters may be a result of the country's diverse linguistic, cultural, and sociopolitical environments. Based on the findings, it is recommended that political parties and candidates continue using slogans that resonate with their visions. However, they should adopt social media to enhance political communication coverage during campaign periods for several reasons, such as wider reach, targeted advertising, and real-time engagement.

Keywords: *We No Dey Give Shishi*; campaign slogan; voting pattern; presidential election

INTRODUCTION

A well-crafted campaign slogan effectively blends clarity, emotional connection, logical reasoning, and credibility to inspire action (Egbulefu & Nwaoboli, 2023). Campaign slogans are potent tools for influencing audiences and mobilising voters during elections by expressing a candidate's ideas and vision for societal change. Effective slogans resonate emotionally, motivate action, and typically contain clear, compelling statements that appeal to emotions, logic, and credibility (Purba et al., 2022). In simple terms, slogans help candidates express their ideas and what they want to change in society. Campaign slogans are carefully crafted to persuade and influence public opinion, typically consisting of words, phrases, and images that convey different meanings to achieve a specific goal (Heeg, 2019). Such slogans and coinages are unique, eye-catching, mind-boggling, and strongly persuasive (Onoja & Ogwuche, 2020).

Campaign slogans gained widespread use in the 1830s as the mass electorate expanded (Eveld, 2008). In Nigeria's Second Republic, notable political slogans emerged, including the United

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ISSN: 3109-8460 (Online). Website: https://ejournal2.undip.ac.id/index.php/southsight

Progressive Party's (UPN) "UP Nigeria," which rallied support nationwide. The National Party of Nigeria (NPN) promoted unity with "Say One Nigeria." At the same time, the Social Democratic Party (SDP), led by MKO Abiola, used "Hope '93" to mobilise Nigerians during the 1993 presidential election. This powerful slogan resonated with citizens facing economic hardship under the military government's Structural Adjustment Programme. These catchy phrases played a significant role in shaping the country's political landscape. Same as today, their purpose was to simplify the issues and humanise candidates. Notable campaign slogans in Nigerian politics have played a significant role in shaping election outcomes.

An example of a campaign slogan is that of the People's Democratic Party (PDP) campaign slogan, *Power to the People.* This slogan resonated with Nigerians who were eager to see civilian rule return after years of the military dictatorship of General Sanni Abacha. This slogan significantly influenced the PDP's victory in the 1999 elections (Ayanwu & Onuoha, 2022). In the years that followed, opposition parties struggled to agree on how to challenge the ruling People's Democratic Party (PDP) in the 2011 general election. However, by 2015, they successfully merged to form the All Progressive Congress (APC), uniting parties like CAN, CPC, ANPP, and a faction of APGA. The party adopted the campaign slogan "change" (Ayanwu & Onuoha, 2022). Campaign slogans can be highly effective in capturing the attention and support of voters, as seen in the examples of Akinwumi Ambode's "Ambo," which is a Yoruba word meaning "We are coming," and Barack Obama's "Yes We Can." (Hodges, 2014; Ahmed, 2021). Although Ambode's re-election bid was ultimately unsuccessful, his slogan gained significant traction among his supporters, demonstrating the potential power of a well-crafted campaign phrase.

The All Progressives Congress (APC) significantly impacted Nigeria's Fourth Republic with its groundbreaking slogan *Change* in 2015. The "change" slogan made an impression on many Nigerians who were disillusioned by the widespread corruption that had marked the 16-year tenure of the People's Democratic Party (PDP). In some parts of the North, where the Boko Haram insurgency was a significant concern, the *change* slogan of the All Progressive Congress (APC), along with the popularity of their Presidential Candidate, Muhammadu Buhari, led to the defeat of the PDP. The *change* slogan made history by resulting in the first democratic election in Nigeria, where the incumbent party lost (Alfred, 2019).

The 2019 Nigerian general election saw various campaign slogans, some of which resonated more than others. Notably, the All Progressives Congress (APC) introduced "Next Level," which unfortunately lacked the impact of their previous "Change" slogan. The APC's slogan *many Nigerians* could easily interpret Next Level as the prospect of another economic recession. In contrast, the People's Democratic Party (PDP) candidate Atiku Abubakar's slogan who was the former vice president of Nigeria, "Atikulated" gained significant attention, while his joint slogan with running mate Peter Obi, who was the former governor of Anambra state, "Obediently Atikulated," encouraged voter turnout (Dalamu, 2020; Ayanwu & Onuoha, 2022).

Peter Obi's 2023 presidential campaign slogan, *We No Dey Give Shishi,* which translates to *We Don't Give Bribes,* resonated deeply with Nigerians, including Akure residents, who were tired of corrupt politicians and yearned for honesty, openness, and good governance. This phrase, rooted in pidgin dialect, represented a commitment to accountability and a stance against corruption, offering a refreshing alternative to the usual corrupt practices and inspiring hope for a better future. Although Obi's election bid was ultimately unsuccessful, his slogan gained significant traction among his supporters, demonstrating the potential power of a well-crafted campaign phrase.

The media play a pivotal role in democratic systems by informing citizens about current events, governmental initiatives, and policies, enabling them to make informed decisions through various platforms like newspapers, television, radio, and online media. In a thriving democracy, political

parties and candidates must provide voters with comprehensive information on their policies, vision, and agendas so that the electorate can make informed decisions. For an election to be considered free and fair, voters must have adequate knowledge of the candidates, parties, and election policies. To achieve this, parties utilise mass media during campaigns to reach a wider audience. This transparency allows citizens to hold elected officials accountable and ensures that the democratic process is truly representative of the people's will (Ojekwe, 2016).

Slogans are important, especially in Nigeria, because of the country's diverse linguistic, cultural, and sociopolitical environments. The influence of campaign slogans on voters' behaviour is a subject of great interest in political communication and media studies. Campaign slogans significantly influence voter behaviour and perceptions, evoking strong emotions and creating lasting impressions. The slogan *We No Dey Give Shishi* exemplifies this, conveying a message of integrity while resonating culturally and linguistically with Nigerians. Peter Obi, a presidential candidate of the Labour Party (LP) and a relative newcomer in politics, was defeated in the country by Ahmed Tnuibu however, Obi successfully mobilised the support of many young people, especially in urban areas, shaking up the country's two-party system. Therefore, investigating an effective slogan like this one can create emotional connections, shape voter perceptions, build brand identity, and mobilise support, ultimately impacting voter behavior at the polls.

Corruption is a pervasive issue in Nigeria, hindering the country's progress and development. Corruption, including bribery, graft, embezzlement, money laundering, and nepotism, has eroded public trust, drained public resources, and hindered economic growth (Seteolu, 2004). Tackling corruption is essential for Nigeria's development and a moral imperative. The slogan *We No Dey Give Shishi* (We don't give bribes) is a notable stance against corruption. Uttered by Peter Obi, the Labour Party (LP) presidential candidate, this slogan emphasises a commitment to clean and transparent politics. This slogan promotes a culture of integrity in Nigerian politics by rejecting the practice of giving out money or favours to gain political influence or support.

Recent quantitative research has raised concerns about the potential unintended consequences of anti-corruption messaging (Peiffer, 2017; 2018). Contrary to the expected positive impact of raising awareness about corruption, these studies suggest that such messages might lead to despondency and undermine citizens' willingness to resist corruption. In essence, anti-corruption campaigns may fuel a sense of helplessness among the public, causing them to believe that the fight against corruption is futile. This finding has significant implications for the effectiveness of anti-corruption strategies, particularly those relying on public awareness and activism.

Previous research studies have sought to understand the effectiveness of political advertisement campaigns in shaping the voting behaviour of Nigerian voters (such as Ojekwe, 2016). While previous studies have primarily focused on brand acceptance of political slogans and their effects, none of these studies have explored the influence of *We No Dey Give Shishi* Peter Obi's campaign slogan. This study is motivated by the uniqueness of the *We No Dey Give Shishi* Peter Obi's campaign slogan and its potential influence on the voting patterns of Akure voters during the 2023 presidential election. Therefore, the research investigates how Peter Obi, the Labour Party (LP) presidential candidate, uses this political slogan to satirise corruption in Nigeria, focusing on Akure residents.

The specific objectives of the study are as follows:

1) To determine the level of exposure of Akure voters to Peter Obi's *We No Dey Give Shishi* campaign Slogan.
2) To find out the channels of exposure to *We No Dey Give Shishi* campaign Slogan by Akure voters
3) To find out Akure voters' perception of the *We No Dey Give Shishi* campaign Slogan in Akure.

4) To investigate the influence of the *We No Dey Give Shishi* campaign slogan on the voting patterns of Akure voters.

LITERATURE REVIEW

Political Slogans

A campaign slogan is a concise and memorable phrase used to convey a political message, idea, or vision. It is a clever way to advertise and promote political ideas. It can capture attention, convey a message, inspire action, and differentiate a candidate or party from opponents. Effective campaign slogans are short, simple, memorable, and accurately reflect the candidate's or party's message and values (Anyanwu & Onupha, 2022).

The ability of a politician to effectively utilise a campaign slogan as a form of language is a distinctive trait that sets humans apart. Language is a critical resource that enables communication, and in the context of politics, campaign slogans serve as a specialised language designed to convey information, evoke emotions, and persuade the electorate. As Szanto (1998) notes, the language of politics is characterised by conflict, drama, persuasion, and emotion, and campaign slogans are carefully crafted to criticise or change minds, making them a powerful tool in political campaigns.

Slogans are crucial in political campaigns, serving as attention-grabbing phrases that convey a message and champion a cause. According to Sharkansky (2002), as cited in (Anyanwu & Onupha, 2022), these slogans simplify communication and help audiences focus amidst competing ideas and messages, making them a vital tool in capturing the attention of voters and leaving a lasting impression. From the above definitions, a slogan is a short advertising statement in any syntactic form (i.e. a phrase or a short sentence) that communicates the identity, image, and merit of an organisation, company, or product to its target audience. Even if a slogan is short, it is a powerful marketing tool that helps persuade future actions of potential customers.

Role of the Mass Media in the Spread of Peter Obi's We No Dey Give Shishi Slogan

The slogan *We No Dey Give Shishi* originated during the 2023 Nigeria presidential election, introduced by the prominent politician and Labour Party (LP) Presidential candidate, Mr Peter Obi. This phrase emerged when he was seeking support from the public. In a notable interview on Arise TV, when responding to a question, he declared, "I will not offer any money to secure votes," which, in colloquial Nigerian street language, is expressed as *I no dey give shishi*. His dedicated supporters later adapted it to *We No Dey Give Shishi.*

The mass media serve as crucial and dependable conduits for information dissemination and reception in society, as noted by Nwaoboli (2022; 2023) and Omoera & Nwaoboli (2023). Generally, these media act as channels through which messages travel from a source to the receiver. Asemah (2023) contends that using the media for a campaign is based on the belief that media possesses persuasive qualities, enabling them to convince the audience to embrace a particular idea, whether from the government or individuals.

The media play a pivotal role in the political landscape, serving as the fourth estate that enables institutions to conduct their activities and connect with the public. According to Asemah (2011), the media facilitates the dissemination of information, allowing electorates to become acquainted with candidates and issues during elections. Furthermore, research suggests that exposure to campaign materials through the media directly correlates with changes in attitudes and information, underscoring the media's significant influence on public opinion.

Advertising aims to create awareness and persuade consumers within a defined target population. Thus, during the 2023 general elections in Nigeria, as part of the political campaign, the Labour Party (LP) employed a multi-channel approach to disseminate Peter Obi's campaign slogan,

We No Dey Give Shishi, leveraging television, radio, newspapers, billboards, and social media to create awareness and persuade potential voters. By strategically utilising mass media for political communication, the LP effectively exposed voters to their campaign message, demonstrating a clear understanding of the importance of advertising in political campaigns.

Empirical Review

The empirical review provides an overview of existing research findings and results obtained by other scholars on the topic, offering a foundation for understanding the current state of knowledge in the field. Ejewoke's (2023) study on " Influence of Emilokan Political Slogan on Voters in Benin City" revealed that while voters see political slogans as effective communication tools, they perceive "Emilokan" as a slogan driven by political entitlement. This perception led to both positive and negative impacts, with the negative influence prevailing. The study surveyed 380 voters in Benin City, suggesting that political parties should carefully craft their slogans to avoid negative feedback and continually assess their impact to refine their messaging. Findings revealed that voters in Benin City generally view political slogans as useful for communication and that the slogan had both positive and negative effects, but the negative influence prevailed.

Uwalaka & Nwala's (2022) study on the impact of political advertisements on voter behaviour during the 2019 presidential election in Nigeria's South-South region found that newspaper political advertisements significantly influenced voters' decisions. The study revealed that a substantial number of voters were exposed to these advertisements, which motivated them and played a crucial role in shaping their voting preferences. The findings suggest that newspaper political advertisements were a key factor in influencing voter behaviour during the election.

Ayanwu and Onuoha (2022) examined the impact of the 'Obi-dient' slogan on the Peter Obi brand. This research revealed that political campaign slogans are perceived as potent tools used by political parties to rally support and achieve a targeted political transformation. By examining secondary sources, researchers concluded that effective slogans drive mass participation in politics and shape public perception. Understanding the target audience and tailoring messages that resonate with them is key to this influence. Social media platforms have become crucial in disseminating these messages, allowing politicians to connect with voters, share policies and build relationships. Therefore, a well-structured campaign slogan can be an effective tool in the electioneering process, fostering political acceptance and perception of a candidate.

The study by Farwa et al. (2024) study examined the importance of slogans for political mobilisation in Pakistan, focusing on the Pakistan Tehreek-i-Insaf (PTI) slogans like "Naya Pakistan" and "Tabdeeli" meant to mobilise support and bring people onto the streets against dominant political parties from 2013 to 2018. These slogans helped establish an emotional connection with the public, particularly the youth and middle class disillusioned with traditional politics. By analysing PTI's use of slogans through speeches, media campaigns, and rallies, research highlights their contribution to the party's growth, mobilisation, and eventual success in the 2018 general elections; findings revealed that the slogans served as powerful instruments for identity formation and political engagement, framing the political discourse around narratives of hope and change. Additionally, findings revealed that the strategic use of slogans significantly influenced public opinion, fostered national unity, and drove grassroots activism, ultimately leading to PTI's considerable seat gains in the 2018 elections.

Findings from related studies are consistent with research on political campaign slogans, highlighting their power to shape voting behaviour by creating emotional connections, conveying messages and differentiating candidates. Effective slogans can inspire voters and leave a lasting impression, while poorly conceived ones can have negative consequences. Understanding the roles

of the media in shaping political discourse is relevant to this research, especially if there are instances of the campaign slogan *We No Dey Give Shishi* being promoted in the media.

Theoretical Framework

This study utilises Yale's Persuasive Theory, which examines the conditions under which individuals change their attitudes in response to persuasive messages. Developed by Carl Hovland and colleagues at Yale University, the theory identifies three crucial factors influencing attitude change: the source, message, and audience. The theory also outlines a six-step process for changing attitudes: presentation, attention, comprehension, yielding, retention, and behaviour. Furthermore, the theory suggests that variables such as source credibility can significantly impact the effectiveness of persuasive messages, with messages from untrustworthy sources potentially hindering attitude change and behaviour modification. (Osatuyi et al., 2022). The theory corresponds with my research, as it involves examining the credibility of the source, evaluating the effectiveness of message design, assessing the impact on public sentiment, and exploring the behavioural outcomes influencing voting patterns among Akure voters during the 2023 presidential election.

METHODS

The research method in the manuscript explains the type of research applied, the subject and object of the research, the time and location of the research, the research instrument, the method of determining and taking samples, the data collection technique, and the data analysis applied. The research method focuses on the stages of the research applied, not just conceptual citations. If you use charts, graphs, diagrams, tables, or images, please adjust them to the format explained in the writing guide.

The survey research method was employed for this study with the questionnaire as the data collection instrument, as it allows for the collection of extensive data from a sizable population in an economically efficient manner. The population for this study is residents of Akure, the capital of Ondo State, which comprises both the south and north regions and is estimated to have a population of 773,141 (Statistics Times, 2024). The Wimmer and Dominick sample size calculator was employed to determine the sample size for this study, with a margin of error of 5% and a confidence level of 95%. Consequently, 384 respondents from Akure were generated as the sample size for the study population.

The multistage sampling procedure was employed as the sampling technique. The multistage sampling process involves multiple stages using small and progressively smaller sampling units at each stage (Asemah et al., 2017). A purposive sampling technique was adopted to select Akure because it is the capital of Ondo state in South West Nigeria. It is also a state where APC's Ahmed Tinubu defeated Labour Party's Peter Obi despite the *We No Dey Give Shishi* slogan resonating deeply with Nigerians who were tired of corrupt politicians and yearned for honesty, openness and good governance.

Considering the population of interest, in the first stage, the Akure metropolis was divided into two parts: Akure South and Akure North, which were further subdivided into wards. Akure South consists of a total of 11 wards, namely: Aponmu, Gbogi/isikan I, Gbogi/isikan II, Ijomu Obanla, Lisa, Oda Odopetu, Oke Aro/uro I, Oke Aro/Uro II, Oshodi/isolo and Owode/imuagun. Akure North as a total of 12 wards namely: Agamo/oke-oore/akomowa, Ayede/ogbese, Ayetoro, Igbatoro, Igoba isinigbo, Iluabo/eleyewo/bolorunduro, Isimija/irado, Moferere, Oba-ile, Odo-oja/ijigbo, Oke iju, and Oke-afa/owode. Three wards were selected using a simple random sampling technique from both Akure South and North. The wards selected in Akure South are Aponmi, Lisa and Owode/Imuagun, while those selected in Akure North are Afa/Owode, Igona, and Ayetoro. In the second stage, the

selected wards were further stratified into streets, with four streets purposively selected. In the final stage, using the Purposive sampling technique, only Akure residents who were exposed to Peter Obi's *We No Dey Give Shishi* slogan and voted during the 2023 presidential election were chosen from the selected streets.

To test the instrument's reliability, the questionnaire was subjected to a pilot study. In the course of the pilot study, 20 copies of the questionnaire were shared with respondents. Data emanating from the respondents were presented in tables of simple percentages. The responses were analysed by answering each research question in relation to the corresponding items on the questionnaire. The simple percentage analysis was used to infer meaning from the data in the table for analysis and interpretation.

RESULTS AND DISCUSSION

The level of exposure of Akure voters to Peter Obi's We No Dey Give Shishi campaign Slogan.

This research question was put up to ascertain the extent to which Akure voters are exposed to Peter Obi's *We No Dey Give Shishi* campaign slogan. Table 1 revealed that out of 384 sampled respondents, 152 (representing 40%) said they were always exposed to the campaign slogan, 50 (representing 13%) said that occasionally, they were exposed to the campaign slogan, 96 (representing 25%) said that sometimes they were exposed to the campaign slogan, 28 (representing 7%) said that they were often exposed to the campaign slogan. From the analysis presented in Table 1 above, it is discovered that the majority of the respondents were familiar with *We No Dey Give Shishi* Peter Obi's campaign slogan.

Table 1. Exposure to *We No Dey Give Shishi* Peter Obi's campaign slogan

Responses	**Frequency**	**Percentage**
Always	152	40%
Occasionally	50	13%
Sometimes	96	25%
Often	28	7%
Rarely	58	15%
Total	**384**	**100%**

Source: Data Processed by Author, 2025

Table 2 revealed that out of 384 sampled respondents, 120 (representing 31%) said that they were exposed to *We No Dey Give Shishi* Peter Obi's campaign slogan to a very great extent, 126 (representing 33%) said that they were exposed to Peter Obi's campaign slogan to a great extent, 96 (representing 25%) said that they were exposed to *We No Dey Give Shishi* Peter Obi's campaign slogan to a little extent. In contrast, 42 (representing 11%) said they were exposed to *We No Dey Give Shishi* Peter Obi's campaign slogan to a very small extent. From the analysis presented in the table above, it is discovered that most of the respondents were exposed to *We No Dey Give Shishi* Peter Obi's campaign slogan to a great extent.

Table 2. The extent of exposure to *We No Dey Give Shishi* Peter Obi's campaign slogan

Responses	**Frequency**	**Percentage**
Very Great Extent	120	31%
Great Extent	126	33%
Little Extent	96	25%
Very Little Extent	42	11%
Total	**384**	**100%**

Source: Data Processed by Author, 2025

The channels of exposure to the We No Dey Give Shishi campaign Slogan by Akure voters.

This research question was put up to find out the channels which exposed Akure voters to Peter Obi's *We No Dey Give Shishi* campaign slogan. Table 3 revealed that out of 384 sampled respondents, a significant number of them, 176 (representing 46%) indicated that they came across *We No Dey Give Shishi* Peter Obi's campaign slogan on the radio, 96 (representing 25%) indicated that they came across *We No Dey Give Shishi* Peter Obi's campaign slogan on social media platforms while 72 (representing 18%) indicated that they came across *We No Dey Give Shishi* Peter Obi's campaign slogan on television. From the analysis presented in the table above, findings indicated that all the respondents were exposed to the campaign slogan through diverse sources and that the majority of the respondents came across the campaign slogan on the social media platforms the most.

Table 4 above revealed that out of 384 sampled respondents, 272 (representing 71%) agreed that the mass media were a very useful means of exposing *We No Dey Give Shishi* Peter Obi's campaign slogan, while 38 (representing 10%) disagreed that the mass media were not a very useful means in exposing respondents to *We No Dey Give Shishi* Peter Obi's campaign slogan.

Table 3. The medium respondents come across *We No Dey Give Shishi* Peter Obi's campaign slogan the most

Responses	**Frequency**	**Percentage**
Radio	176	46%
Billboard	22	6%
Television	72	18%
Social media platforms	96	25%
Newspapers/magazine	18	5%
Total	**384**	**100%**

Source: Data Processed by Author, 2025

Table 4. Determine whether the mass media were useful channels to expose the respondents to Peter Obi's *We No Dey Give Shishi* campaign slogan

Responses	**Frequency**	**Percentage**
Yes	272	71%
No	38	10%
Can't say	74	19%
Total	384	100%

Source: Data Processed by Author, 2025

The perception of the We No Dey Give Shishi campaign Slogan among Akure voters

This research question was put up to find out the perception of Akure voters toward Peter Obi's *We No Dey Give Shishi* campaign slogan. Table 5 revealed that out of 384 sampled respondents, a significant number of respondents, 276 (representing 72%) with 142 (representing 37%) strongly agreed and 134 (representing 35%) agreed that they believed Peter Obi's *We No Dey Give Shishi* campaign slogan has helped in captivating their interest in politics, while 35 (representing 9%) strongly disagreed and 27 (representing 7%) agreed that they believed that Peter Obi's *We No Dey Give Shishi* campaign slogan helped in captivating their interest in politics. From the analysis presented in the table above, it is discovered that the majority of the respondents agreed that they believed that Peter Obi's *We No Dey Give Shishi* campaign slogan helped captivate their interest in politics.

Table 6 revealed that out of 384 sampled respondents, a total 288 (288 representing 75%), 158 (representing 41%) strongly agreed, and 130 (representing 34%) agreed that they believed Peter Obi's *We No Dey Give Shishi* campaign resolution with their belief against bribery and corruption, while 53 (representing 24%) with 30 (representing 8%) strongly disagreed and 23 (representing 6%) disagreed that they believed Peter Obi's *We No Dey Give Shishi* campaign resolute with their belief against bribery and corruption.

Table 7 revealed that out of 384 sampled respondents, a total number of 241 (representing 63%) respondents with 115 (representing 30%) strongly disagreed and 126 (representing 33%) disagreed that Peter Obi's campaign slogan was offensive and annoying while 90 (representing 23%) respondents with 48 (representing 13%) strongly agreed and 42 (representing 10%) agreed that Peter Obi's campaign was offensive and annoying. From the analysis presented in the table above, it is discovered that the majority of the respondents disagreed that Peter Obi's campaign was offensive and annoying.

Table 5. Determine whether respondents believed Peter Obi's *We No Dey Give Shishi* campaign helped in captivating their interest in politics.

Responses	**Frequency**	**Percentage**
Strongly Agree	142	37%
Agree	134	35%
Undecided	46	12%
Strongly Disagree	35	9%
Disagree	27	7%
Total	**384**	**100%**

Source: Data Processed by Author, 2025

Table 6. Determine whether respondents believed Peter Obi's *We No Dey Give Shishi* campaign resolution their belief against bribery and corruption

Responses	**Frequency**	**Percentage**
Strongly Agree	158	41%
Agree	130	34%
Undecided	43	11%
Strongly Disagree	30	8%
Disagree	23	6%
Total	**384**	**100%**

Source: Data Processed by Author, 2025

Table 7. Determine whether respondents considered Peter Obi's campaign Slogan offensive and annoying.

Responses	**Frequency**	**Percentage**
Strongly Agree	48	13%
Agree	42	10%
Undecided	53	14%
Strongly Disagree	115	30%
Disagree	126	33%
Total	**384**	**100%**

Source: Data Processed by Author, 2025

Table 8. Determine whether respondents considered Peter Obi's *We No Dey Give Shishi* campaign to be an effective campaign strategy used during the 2023 presidential election

Responses	**Frequency**	**Percentage**
Strongly Agree	138	36%
Agree	115	30%
Undecided	58	15%
Strongly Disagree	35	9%
Disagree	38	10%
Total	**384**	**100%**

Source: Data Processed by Author, 2025

Table 8 revealed that out of 384 sampled respondents, 252 (representing 66%) with 138 (representing 36%) strongly agreed and 115 (representing 30%) agreed that Peter Obi's *We No Dey Give Shishi* campaign was an effective campaign strategy used during the 2023 presidential election, while 73 (representing 19%) with 35 (representing 9%) strongly disagreed and 38 (representing 10%)

disagreed that Peter Obi's *We No Dey Give Shishi* campaign was an effective campaign strategy used during the 2023 presidential election, Overall, the majority consensus on the effectiveness of the campaign strategy highlights its success in appealing to the audience and contributing to a positive image of Peter Obi during the 2023 presidential election.

The influence We No Dey Give Shishi campaign Slogan has on the voting behaviour of Akure voters

This research objective was to find out the influence of Peter Obi's *We No Dey Give Shishi* campaign slogan on the voting behaviour of Akure voters. Table 9 revealed that out of 384 sampled respondents, 272 (representing 71%) indicated that Peter Obi's *We No Dey Give Shishi* campaign slogan did not influence their voting behaviour while 112 (representing 29%) indicated that Peter Obi's *We No Dey Give Shishi* campaign slogan had an influence on their voting behaviour. From the analysis presented in the table above, it is indicated that the majority of the respondents agreed that Peter Obi's *We No Dey Give Shishi* campaign slogan did not contribute to their voting behaviour during the 2023 presidential election.

Table 9. Determine whether respondents' exposure to Peter Obi's *We No Dey Give Shishi* campaign slogan has influenced their voting behaviour

Responses	**Frequency**	**Percentage**
Yes	112	29%
No	272	81%
Total	**384**	**100%**

Source: Data Processed by Author, 2025

Table 10. Determine whether respondents' exposure to Peter Obi's *We No Dey Give Shishi* campaign slogan helped in captivating their interest in politics

Responses	**Frequency**	**Percentage**
Yes	256	67%
No	128	33%
Total	**384**	**100%**

Source: Data Processed by Author, 2025

Table 10 above revealed that out of 384 sampled respondents, 256 (representing 67%) agreed that Peter Obi's *We No Dey Give Shishi* campaign slogan helped captivate their interest in politics, while 128 (representing 33%) indicated that Peter Obi's *We No Dey Give Shishi* campaign slogan did not help in captivating their interest in politics. From the analysis presented in the table above, it is discovered that the majority of the respondents agreed that Peter Obi's *We No Dey Give Shishi* campaign slogan helped captivate their interest in politics.

Table 11. Determine whether the Labour Party's campaign slogan is considered to be an Effective Campaign Strategy used in securing votes for the party during the 2023 presidential election

Responses	**Frequency**	**Percentage**
Yes	114	30%
No	270	70%
Total	**384**	**100%**

Source: Data Processed by Author, 2025

Table 11 revealed that out of 384 sampled respondents, 270 (representing 70%) disagreed that Peter Obi's *We No Dey Give Shishi* campaign slogan is an effective campaign strategy used in securing votes for the party during the 2023 presidential election. while 114 (representing 30%) respondents indicated that Peter Obi's *We No Dey Give Shishi* campaign slogan is an effective campaign strategy used in securing votes for the party during the 2023 presidential election. From the analysis presented in the table above, it is discovered that the majority of the respondents indicated that

Peter Obi's *We No Dey Give Shishi* campaign slogan did not influence respondents to vote for the party during the 2023 presidential election.

Discussion

This study investigated the effectiveness of *We No Dey Give Shishi* Peter Obi's campaign slogan as a useful tool for political communication during the 2023 Presidential election. Findings revealed that the majority of the respondents were exposed to Peter Obi's *We No Dey Give Shishi* campaign slogan frequently. This shows that the proportion of respondents who were exposed to the political slogan was high. Findings from Table 2 also indicated that the majority of the respondents were exposed to the campaign slogan to a great extent. The result of this finding suggests that Akure Voters are frequently exposed to the *We No Dey Give Shishi* political slogan. This showed that by strategically utilising media for political communication, the Labour Party effectively exposed voters to their campaign message, demonstrating a clear understanding of the importance of advertising in political campaigns.

Also, findings revealed that the majority of the respondents came across Peter Obi's *We No Dey Give Shishi* campaign slogan on the radio, followed by social media platforms. The findings further suggests that radio was the most effective channel of exposure of Akure City Voters to *We No Dey Give Shishi* political slogan The radio superseding the social media platforms as the major channel of receiving Peter Obi's campaign slogan shows that the radio remains a vital tool for political awareness due to its widespread accessibility, cost-effectiveness, real-time capabilities, and the ability to engage diverse audiences. As technology evolves, radio still continues to play a crucial role in informing and empowering individuals, making it an essential medium for political communication and awareness.

The persuasive power of radio for political awareness lies in its ability to align with audience attitudes, leverage credible sources, and deliver messages that cater to the varying levels of involvement among listeners, as outlined by Yale's Persuasive Communication Model. However, we can see that Yale's theory delivers messages tailored to the audience's attitudes. The localised content, real-time updates, and interactivity of radio align with the theories' emphasis on understanding the audience and delivering persuasive messages in a way that resonates with them.

Findings also revealed that the majority of the respondents got information about *We No Dey Give Shishi* Peter Obi's campaign slogan from other channels apart from radio, such as social media platforms, Television and Billboard. Moreover, the majority of the respondents agreed that the mass media was a very useful means of exposing *We No Dey Give Shishi* Peter Obi's campaign slogan to the public. This finding aligns with the view of (Sharkansky, 2022), who posited that political campaign slogans, when used in political communication, simply the task of communication and audiences in a situation where many ideas are competing for a place in the political agenda and a great deal of noise from competing messages.

Findings from the tables suggested that Akure Voters had a favourable attitude towards *the We No Dey Give Shishi* political slogan, as a majority of the respondents strongly agreed that they believed that Peter Obi's *We No Dey Give Shishi* campaign slogan helped captivate their interest in politics. Similarly, findings indicated that the majority of the respondents agreed that they believed that Peter Obi's *We No Dey Give Shishi* campaign slogan resoluted their belief against bribery and corruption. The majority of the respondents also agreed that Peter Obi's *We No Dey Give Shishi* campaign slogan helped create awareness for the Labor Party during the 2023 presidential election and also disagreed that Peter Obi's campaign slogan was offensive and annoying. This showed that Peter Obi's *We No Dey Give Shishi* campaign was an effective campaign strategy used during the 2023 presidential election.

These findings align with the position of Purba et al. (2022) that campaign slogans aim to persuade voters and make them aware of the candidate's basic ideology and views that might be highly needed during elections. In other words, slogans allow candidates to express their opinions and thoughts concerning the change they wish to achieve in society. The findings align with Yale's Persuasive theory by showcasing strong source credibility, effective message content, and positive emotional responses. Additionally, the majority consensus on positive perceptions of Peter Obi's campaign supports the effectiveness of the persuasive communication strategies employed during the 2023 presidential election.

Lastly, findings revealed that most respondents indicated that Peter Obi's *We No Dey Give Shishi* campaign slogan did not influence their voting behaviour during the 2023 presidential election. Also, most respondents agreed that although Peter Obi's *We No Dey Give Shishi* campaign slogan helped captivate their interest in politics, the campaign slogan did not encourage them to vote for the party during the 2023 presidential election. This finding is contrary to the position (Maksymenko, 2019) that one of the ways to gain political acceptance and get power through politics is to design a political campaign slogan to effectively capture the public's mood into buying into their manifesto and agenda. Political campaign slogans are organised efforts that seek to influence the decision-making process within a specific group or environment. However, Ejewoke's (2023) findings are in line with the findings of the study, which revealed that although most of the respondents had a favourable perception of Political slogans as an effective tool for political communication, they also disagreed that Emilokan's political slogan was an effective campaign strategy that was adopted by the All Progressive Congress (APC) in order to win the 2023 presidential election.

The influence of *the We No Dey Give Shishi* campaign slogan on voting behaviour is more nuanced than it seems. Although Akure voters agreed that the slogan did not directly influence them, it still suggests that the campaign slogan plays a vital role in voting behaviour. Although Ahmed Tinubu defeated Peter Obi in the presidential election, Obi successfully mobilised the support of many people, especially the youths in urban areas, shaking up the country's two-party system. The study revealed that most respondents remembered Obi's campaign slogan, indicating a potential subliminal effect. This implies that political advertising can influence voters without them realising it or being a conscious factor in their decision-making. The campaign slogan may have minimal impact on voters' decisions, as many have preconceived notions about candidates. The slogan's lack of influence on Akure voters' voting patterns could be attributed to Nigeria's diverse linguistic, cultural, and sociopolitical environments. Several factors might be at play here, such as socioeconomic status (Income levels, education, and occupation), cultural and social factors, traditional gender roles, age and generational differences and linguistic and regional diversity. Different regions may also prioritise unique issues based on local needs and cultural values.

CONCLUSION

This study aimed to deepen understanding of the effectiveness of *We No Dey Give Shishi* Peter Obi's campaign slogan as a useful tool for political communication during the 2023 Presidential election. Based on the findings of this study, the researcher concludes that Akure voters were majorly exposed to *We No Dey Give Shishi* Peter Obi's campaign slogan and radio was the most effective platform utilised in exposing Akure voters to the slogan followed by other platforms such as the social media platforms and television. Also, the majority of the respondents agreed that they believed the campaign slogan resoluted their belief against bribery and corruption and that it helped captivate their interest in politics. However, the campaign slogan did not encourage them to vote for the party during the 2023 presidential election. This showed that although most of the respondents had a favourable perception of Political Slogans as an effective tool for political communication, they also

disagreed that *We No Dey Give Shishi* Peter Obi's political slogan was an effective campaign strategy that was adopted by the Labour Party (LP) in order to win the 2023 presidential election.

Based on the findings, it is recommended that political parties continue using slogans that resonate with their visions. However, political parties and candidates should adopt social media to enhance political communication coverage during campaign periods for several reasons such as wider reach, targeted advertising, and real-time engagement. Also, political parties should make political slogan campaigns more persuasive to capture electorates' interest and prevent several factors such as socioeconomic status (Income levels, education, and occupation), cultural and social factors, traditional gender roles, age and generational differences and linguistic and regional diversity social/cultural norms from negatively impacting attitudes and practices regarding voting behaviour among Akure voters.

Author Contribution
All author declares having an equal contribution. All authors have read and agreed to the published version of the manuscript.

Funding
This research received no external funding

Conflict of Interests
The authors declare no conflict of interest.

Data Availability Statement
The data is available by request to the author.

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